

**NIELSEN WEEKLY C-STORE REPORT**  
**% OF STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	5/14	5/21	5/28	6/4	5/14	5/21	5/28	6/4	5/14	5/21	5/28	6/4	5/14	5/21	5/28	6/4	5/14	5/21	5/28	6/4
Philip Morris	67	67	73	75	34	38	45	47	20	19	19	20	23	23	21	20	35	37	42	45
PM Premium	59	62	68	71	19	28	40	44	13	13	13	13	20	20	18	18	35	37	42	45
PM Discount	32	29	28	26	21	18	17	16	10	10	10	10	5	6	4	4				
PM Brd Disc	32	29	28	26	21	18	17	16	10	10	10	10	5	6	4	4				
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Marlboro	48	52	61	65	18	28	40	43	6	7	7	7	0	0	0	0	35	36	42	44
Red	18	27	37	40	15	24	35	38	4	5	5	5	0	0	0	0				
Medium	18	26	33	33	15	23	31	32	5	4	4	4	0	0	0	0				
Lights (NM)	20	27	37	38	17	25	36	38	4	4	4	5	0	0	0	0				
Menthol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
PM Other Premium	11	10	7	6	1	0	0	1	7	6	6	6	20	20	18	18				
Benson & Hedges	21	21	20	19	1	1	1	1	4	5	4	4	18	17	17	17				
Merit	6	6	6	6	0	0	0	0	3	3	3	3	4	4	4	3				
Virginia Slims	5	6	4	4	0	0	0	0	4	4	3	3	0	1	0	0	1	1	1	1
Parliament	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Saratoga	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Cambridge	16	17	15	14	11	10	9	8	4	4	4	4	3	4	3	3				
Alpine	3	2	2	2	0	0	0	0	0	0	0	0	3	2	2	2				
Bristol	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0				
Basic	21	18	17	15	16	13	12	9	8	8	7	8	0	0	0	0				
PM Private Label	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
R.J. Reynolds	79	79	78	78	31	29	27	25	38	41	39	41	59	59	58	59	36	36	34	33
RJR Premium	77	78	76	76	29	26	24	21	38	41	39	41	50	50	48	48	36	36	34	33
RJR Discount	29	28	31	32	4	5	6	9	0	0	0	0	27	25	26	27				
Brown & Williamson	35	36	35	35	11	11	12	11	2	2	2	2	29	28	27	27	2	3	1	1
B & W Premium	27	27	26	25	11	11	12	11	1	1	1	1	17	16	16	16	2	3	1	1
B & W Discount	19	20	19	18	0	0	0	0	1	1	2	2	19	19	18	18				
Lorillard	47	47	49	49	0	0	0	0	3	5	7	7	44	43	45	46				
Lorillard Premium	45	45	48	48	0	0	0	0	3	5	7	7	42	42	44	45				
Lorillard Discount	9	9	8	8	0	0	0	0	0	0	0	0	9	9	8	8				
American Tobacco	32	34	33	33	6	5	4	4	10	10	9	8	26	29	28	29	0	1	1	1
American Premium	10	11	14	13	1	1	1	1	3	3	3	2	6	7	10	11	0	1	1	1
American Discount	28	30	28	27	5	4	4	3	8	7	6	6	23	26	24	25				
Liggett	7	6	7	7	2	2	2	2	0	0	0	0	5	5	6	6				
Liggett Premium	4	5	5	5	2	2	2	2	0	0	0	0	3	3	4	4				
Liggett Discount	3	2	3	3	0	0	0	0	0	0	0	0	3	2	3	3				

Note: Money Off includes: IRC and Buy Down Stickers. Others include: Refund Offers, Sweepstakes, and Mail In Offer.

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	5/14	5/21	5/28	6/4	5/14	5/21	5/28	6/4	5/14	5/21	5/28	6/4	5/14	5/21	5/28	6/4	5/14	5/21	5/28	6/4
Marlboro	48	52	61	65	18	28	40	43	6	7	7	7	0	0	0	0	35	36	42	44
Winston	62	63	64	65	6	5	5	4	12	18	24	29	42	44	41	40	27	26	27	26
Winston Select	42	46	47	50	6	5	5	4	9	14	20	25	34	37	33	33				
Winston Select Lights	38	42	44	47	6	5	5	4	7	13	18	23	31	32	31	31				
Winston Less Select	41	39	40	39	0	0	0	0	5	5	5	5	13	14	12	13				
Basic	21	18	17	15	16	13	12	9	8	8	7	8	0	0	0	0				
GPC	15	16	15	14	0	0	0	0	0	0	0	0	15	16	15	14				
Camel	58	57	51	49	26	24	22	19	31	31	24	24	16	15	15	15	19	22	19	19
Camel Filter	52	50	43	40	26	24	22	19	31	31	24	24	16	15	15	15				
Camel Wides	6	5	3	3	2	1	0	0	2	2	1	1	2	2	2	2				
Camel Special Lights	46	42	37	35	23	22	19	16	23	21	15	16	14	12	13	14				
Camel Non Filter	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Newport	19	22	24	24	0	0	0	0	3	5	7	7	17	18	19	18				
Doral	23	22	24	26	3	2	2	3	0	0	0	0	22	21	22	24				
Salem	2	3	2	3	0	0	0	0	1	1	1	1	1	2	1	2				
Kool	19	18	18	17	4	4	5	4	0	0	0	0	14	13	14	13				
Monarch	3	5	7	8	1	3	5	6	0	0	0	0	2	3	2	2				
Merit	6	6	6	6	0	0	0	0	3	3	3	3	4	4	4	3				
Cambridge	16	17	15	14	11	10	9	8	4	4	4	4	3	4	3	3				
Benson & Hedges	21	21	20	19	1	1	1	1	4	5	4	4	18	17	17	17				
Virginia Slims	5	6	4	4	0	0	0	0	4	4	3	3	0	1	0	0	1	1	1	1
Vantage	8	8	7	7	0	0	0	0	0	0	0	0	7	7	7	7				
Montclair	19	20	18	17	4	4	4	3	6	6	5	4	12	14	13	14				
Viceroy	3	3	4	4	0	0	0	0	1	1	1	1	3	3	3	3				
Carlton	10	11	14	13	1	1	1	1	3	3	3	2	6	7	10	11				
Misty	16	17	17	18	0	0	0	1	0	0	0	0	16	17	17	17				
Kent	1	2	2	2	0	0	0	0	0	0	0	0	1	2	2	2				
Pall Mall	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Raleigh Extra	5	6	5	5	0	0	0	0	0	0	0	0	5	6	5	5				
Capri	16	17	15	15	8	9	8	8	0	0	1	1	9	9	8	8				
True	1	1	1	1	0	0	0	0	0	0	0	0	1	1	0	1				
More	1	0	1	1	0	0	0	0	0	0	0	0	1	0	1	1				

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2045419121

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	5/14	5/21	5/28	6/4	5/14	5/21	5/28	6/4	5/14	5/21	5/28	6/4	5/14	5/21	5/28	6/4	5/14	5/21	5/28	6/4
<b>PRIVATE LABEL</b>																				
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
RJR PL	3	2	2	2	0	0	0	0	0	0	0	0	3	2	2	2				
American PL	2	2	2	2	0	0	0	0	1	1	1	1	0	0	0	0				
Liggett PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Total PL	6	4	4	4	1	0	0	0	1	1	1	1	4	3	3	3				
Basic	21	18	17	15	16	13	12	9	8	8	7	8	0	0	0	0				
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Monarch	3	5	7	8	1	3	5	6	0	0	0	0	2	3	2	2				
GPC	15	16	15	14	0	0	0	0	0	0	0	0	15	16	15	14				
Raleigh Extra	5	6	5	5	0	0	0	0	0	0	0	0	5	6	5	5				
Doral	23	22	24	26	3	2	2	3	0	0	0	0	22	21	22	24				
Cambridge	16	17	15	14	11	10	9	8	4	4	4	4	3	4	3	3				
Viceroy	3	3	4	4	0	0	0	0	1	1	1	1	3	3	3	3				
Misty	16	17	17	18	0	0	0	1	0	0	0	0	16	17	17	17				
Montclair	19	20	18	17	4	4	4	3	6	6	5	4	12	14	13	14				
Alpine	3	2	2	2	0	0	0	0	0	0	0	0	3	2	2	2				
Old Gold	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Sterling	5	4	3	1	0	0	0	0	0	0	0	0	5	4	3	1				
Bristol	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0				
Magna	2	2	1	2	0	0	0	0	0	0	0	0	2	2	1	2				
Pyramid	2	1	2	2	0	0	0	0	0	0	0	0	2	1	2	2				
Riviera	4	4	2	2	0	0	0	0	1	1	0	1	3	3	2	1				
Bucks	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Richland 20'S	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
American F/Lts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Covington	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Total Branded Discount	61	57	59	58	26	23	23	23	16	16	15	15	46	47	47	49				
Total Discount	62	57	59	59	26	23	23	23	18	17	15	16	47	48	47	50				

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